



# become a Threads of Life **COMMUNITY SUPPORTER** & take a Step for Safety

## What is the Step for Safety boot campaign?

The Step for Safety boot campaign is a fundraising activity that helps sustain family support programs at Threads of Life and helps raise awareness of the importance of workplace injury prevention. Your Step for Safety boot campaign can run for whatever length of time is suitable for your business.

## Who Is Threads of Life?

On any given workday in Canada, 3 people will die from a job-related fatality, life-altering injury or illness. These individuals leave behind families, friends and coworkers devastated by this tragic loss. Threads of Life is a Canadian registered charity that offers programs and services that support families impacted by workplace tragedy. Our network of family members and corporate partners work together to prevent future work-related tragedies.

*We lost Jamie in the height of the pandemic, and I am forever grateful for Threads of Life; it was helpful to have people whom I could resonate with that were easy to approach for supports. I look forward to attending the Family Forum each year where we will continue to share the stories of our loved ones, keeping their memory alive and bringing awareness to safety in the workplace.*

## How can I get more information?

Please contact your Threads of Life Regional Development Coordinator. Call toll free at 1-888-567-9490 or email us:

**Atlantic Canada & Quebec**  
(NB, NS, NL, PE, QC)

Dwayne Boyd

Ext: 108; [dboyd@threadsoflife.ca](mailto:dboyd@threadsoflife.ca)

**Central Canada**  
(ON, NU)

Georgina Murphy

Ext: 111; [gmurphy@threadsoflife.ca](mailto:gmurphy@threadsoflife.ca)

**Western Canada**  
(MB, SK, AB, BC, NT, YT)

Shari Hinz

Ext: 112; [shinz@threadsoflife.ca](mailto:shinz@threadsoflife.ca)

## How does the Step for Safety boot campaign work?

### Point of Sale campaign - Workplace or Third Party Events

Threads of Life will provide a supply of paper boot prints, that can be sold for a minimum \$2 donation at point of sale stations or at events. The donor writes on the boot print their name or their personal safety motivation. All boot prints are displayed in a prominent area of your business or at the event (trade show, staff conference). We will also provide supporting promotional materials.

### Workplace Campaign

Your company can use the bootprints to engage your employees to sign their name and commit to working safely. A donation of any size from your company will reinforce your commitment to occupational health and safety.

### Young Worker Campaign (High School and Post-Secondary)

Students entering the workforce can benefit from understanding and engaging in a commitment to health and safety. Students write their name on the boot print and they are displayed in a prominent area of the classroom or school to raise awareness about the importance of health and safety for young workers. Corporate sponsorship of this health and safety awareness leads to safer workers joining your team.